

Note for Poole-Bollerman, Laura

From: Forsythe, Heather (LBC)
Date: Tue, Jan 16, 1996 1:55 PM
Subject: April "Mini-Catalog" Mailing
To: Ferrin, Robert; Poole-Bollerman, Laura
Cc: Anise, Roy; Weiner, Russell; Porter, Doug (LBC); Hassman, Jeff (LBC); Brantsch1, Ute (LBC)

Bob/Laura,

Below is the production scheule for the April mini-catalog mailing.

As Jeff mentioned in an earlier e-mail, the brief needs to include a list of items that will be offered in the mailing.

Development of other direct pieces (such as the compeitive mailings and the "Welcome" mailing) will be postponed until we have gained agreement on the evolution of the campaign.

Please call me with any questions.

Heather
x5165

Benson & Hedges
April "Mini-Catalog" Mailing
Production Schedule
as of 1/16

Brief to LBCo. from PM	w/o 1/15
Comps to PM	by 2/7
PM approval of comps	2/9
Shoot/Mailing Pre-pro	w/o 2/12
Shoot	w/o 2/19
Send A&K to PM	2/26
PM approval of A&K	2/29
1st proof to PM	3/7
Revised proof to PM	3/11
PM approval of proofs	3/12
Film to printer	3/13
Laser sign-offs to PM	4/4
PM approval of laser sign-offs	4/5
Start Mailing	4/22